






GRACE K. GIBBONS

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EDUCATION

University of Dayton, Dayton, OH
Bachelor of Arts Degree in Communication

Graduation: May 2015 || GPA: 3.6
Concentration in Public Relations • Minor in Marketing

EXPERIENCE

Marketing Intern – Willow Marketing, Indianapolis, IN • May 2014-August 2014

- Evaluated digital marketing strategies and implemented social media and blogging practices
- Assessed opportunities for client fundraising initiatives and developed a strategic outreach guide
- Collaborated with team and clients on strategies and tactics; internal development; and video, web and design projects
- Proofread and edited websites, web content and marketing materials including catalogs, presentations, ads, signage, pamphlets and brochures
- Researched industry competition and marketing practices for clients and created resources including PowerPoint presentations, infographics and written copy
- Explored strategic marketing opportunities and tactics for new office and product launches
- Created online contact form and developed digital marketing plan to increase web presence, user engagement and new business opportunities
- Contributed creativity and insight in internal and external client meetings that included brainstorming, planning and evaluation

Recruitment Chair, Director of Marketing – Chi Omega, Dayton, OH • January 2012-January 2015

- Elected to executive board of Chi Omega women's fraternity to plan, manage and lead its largest event that showcases the organization and its brand in order to recruit new members
- Achieved maximum membership with the highest consistent return rates reaching above 92 percent for each event
- Designed a strategic plan, creative vision, collaborative teams and an extensive timeline to ensure an organized and successful preparation and completion of the event
- Managed and led collaboration with teams to prepare every aspect of the event including digital marketing content, video, décor, floor plan, designs and overall representation of the organization
- Increased social media presence on Facebook, Twitter and Instagram through campaigns and outreach
- Grew social media audience engagement by crafting posts, creating graphics, editing photos, and writing blog posts
- Developed the organization's brand and designed apparel, logos, promotional materials and presentations
- Evaluated recruitment events and marketing efforts by conducting surveys and interviews to gather feedback and data
- Facilitated extensive workshops and meetings to prepare all members for an event that drives exceptional results
- Created a new marketing program to increase marketing opportunities and led extensive training for incoming leaders

Communications Intern – Boys & Girls Club, Noblesville, IN • June 2013-August 2013

- Designed and built a new website using HTML coding to implement an updated brand image for the organization
- Created strategic social media plan establishing the brand and audience and tactics to increase online presence
- Managed Facebook and Twitter accounts through HootSuite to grow audience and engagement
- Produced marketing materials including magazine ads, pamphlets, brochures and flyers
- Wrote press releases and content for marketing materials and the organization's website
- Built future communications plan for the organization to reach its long-term goals

Writing Consultant – The Write Place, Dayton, OH • August 2012-Present

- Developed marketing techniques and ideas to bring in more clients and further the success of the services offered
- Collaborated with Write Place coordinator to develop content and design for marketing tools
- Managed the writing center's Facebook account
- Collaborated with professors and led initiatives to help develop students' writing techniques
- Conducted writing consultations with students of any writing level at any stage of the writing process
- Worked extensively with students whose primary language is not English

Counselor – Camp Tecumseh YMCA, Brookston, IN • Summer 2010, 2011, 2012, 2013

- Exemplified creativity, energy, and enthusiasm to maintain the unique atmosphere supporting the development of children's physical, emotional and social growth
- Generated and implemented a variety of creative ideas to captivate and maintain the interest of the children

SKILLS

Proficiency in presentations, social media, media writing, visual communication, and public speaking
Basic proficiency in Adobe InDesign, Photoshop, Illustrator, Dreamweaver and Flash
Fundamental knowledge of website development including HTML coding and web platforms
Achieved an intermediate level of education in the Spanish language
Expertise in Microsoft Office programs